

**Murray Arts Advisory Board
Minutes for October 18, 2011**

Attendance: Jenny Simmons, Shauna Hart, Elaine Judd, David Christensen, Scott Mooy, Sharon Whitney, Mary Ann Kirk (staff)

Visitors: Lynn Chatterton, Dorothy Klc, Dan Andreason, Catherine Nagel (FMCPA)
Charlotte Artiques (symphony), Anne Duvreis (Utah Watercolor Society)
Phyllis Hockett (Pathways Associates, Consultant)

1. Minutes for September 20, 211 were approved as written. Introductions were made.
2. Jenny reported that she attended the city strategic planning session and questions were basically the same questions asked on the website survey. She expressed the need for the performing arts center. Mary Ann reminded those attending to take the survey if they have not already done so. Mary Ann was not sure when this strategic plan will be ready.
3. Mary Ann reported on the following:
 - a. She participated in a national conference call with 24 arts groups across the country. She talked with a group in Portland with similar needs and will be talking more with them.
 - b. She provided some funding for supplies (\$270) similar to a mini grant for a school art project involving 6th grade students at Viewmont and special education students who created a ceramic mosaic mural for Cricket Care, a day care center for children of teenagers in the district. A district wide teacher workshop will also be taught by the artist. Art Access is also providing some funds. Board members thought it was a worthy project.
 - c. Upcoming schedule was reviewed with volunteers needed for the literary competition and the juried art show. Several concerts and musicals are also scheduled in October and November.
4. Mary Ann passed out the board's mission statement and goals which included a 5 year plan. She noted that the arts advisory board is charged with overseeing the arts in the community. The board will be in a supportive role to the foundation in the fund raising process. She expressed the need to work closely together along with the various art groups and we will need direction from Phyllis as we move forward on the fund raising strategies so it is well coordinated.
5. Mary Ann reviewed the performing arts center county application process. The city met with County Council Representative Wilde and Representative Snelgrove to review our project so they understood the city's goals in relationship to the proposed facility and clarify some issues we have had with the application process. We are trying to provide the information we have been asked to provide. We acknowledged the lack of current county funds but asked for their support of the project as money becomes available.
6. We are hosting two meetings with art organizations on Thursday and Saturday. We will

review our goals for this project, plans for the facility, potential fees, and soft cost expenses that they may help raise funds for. We will ask for feedback related to their intentions to use the space and potential help in funding. Our focus is on a multi use space that is affordable for local arts organizations.

She reviewed potential fees. Dorothy asked if the fees were flexible and how they compared to surrounding facilities. Mary Ann noted the fees were derived from the operational plan created by the U of U business department who researched other facilities in the valley. This is a potential fee structure and we will be asking groups to provide feedback and how it compares to what they currently pay. We plan to charge separate fees for the facility, tech needs, and other equipment. A preservation fee may be charged to help us create a capital fund for future improvements. Mary Ann passed out a financial overview of the facility based on a 70% fill rate which is based on the level of proposed fees. It also reflected our intention to lease retail space as a major revenue source for the facility. Under the proposed budget levels, we will still need about \$25,000 a year from the foundation which could possibly be done through an endowment. Mary Ann will not share the financial overview in the group presentations. She asked if she should include the overall construction budget. It was suggested that this could be information overload and was not needed. They just need to know the overall cost.

The county has asked us how we plan to work with the various groups using the facility. We plan to involve those who want to use the facility as a home base in a coordinated scheduling process. This will include groups currently in and outside of Murray. It will probably involve an application process to make sure we can handle home tenants and still provide availability for outside rentals. Mary Ann explained the facility staffing. She will continue to coordinate programming with a full time facility manager, technical director, custodian, and part time office, building supervisors, and tech staff. The amount of internal programming will be very similar to what it is now. This staff will expand as the scheduling demands increase.

One goal of the facility is to allow groups to provide their own human resources for ticket sales, ushers, and some clean-up. There will need to be good volunteer coordination. We can provide additional ticket and usher services for a fee if wanted.

A page reflecting the FFE costs for the facility will be handed out. Mary Ann felt this is where the local groups could help us raise funds. This reflects the soft costs needed for each group such as marley floors, pianos, choral risers and shells. She would like to see each group work to raise funds for specific items. Phyllis cautioned that they not start anything yet until we get the entire strategy coordinated.

7. Phyllis Hockett provided her professional background. Her business has been doing capital campaigns for the last 14 years while she has been involved in this field for 30 years. She must identify prospects who may be interested, potential competition, and what will resonate with people. As part of a formal feasibility study, she has identified potential prospects and is currently talking to each of them. It is her job to advocate for

the facility and be the first cultivator of what they think. This includes 219 individuals, 24 Utah foundations, 22 ILC banks, 19 government agencies, and 25 corporations who have donated to capital projects in the past. She will provide a summary of this information with those who have interest in donating, their feedback, and the range of potential gifts. By next month, she will be ready with a report that includes the total amount we might anticipate collecting from private donations. Phyllis noted the economy is an umbrella over all of this. She will try to provide a realistic picture with the economy in mind.

Competitors were discussed. Ballet West is a major competitor for some of the funds we might access. There is strong support in the Salt Lake downtown business core. However, Mary Ann noted that the cultural facilities master plan acknowledged the need to balance funding for art facilities geared to amateur groups outside of the downtown core. There was discussion about the City of South Salt Lake proposal. The project is still fairly vague. They have a bond election on the ballot which will provide some information about their potential funding strategies. Phyllis also mentioned the \$100 million dollar project for a 2500 seat theater. She felt our project has good appeal because it is a reasonable funding level that serves so many more people. Mary Ann stressed the fact that our project is focused on participation, not just watch a show. Shauna also felt that as a patron, community arts can provide a quality art experience that is affordable.

Phyllis provided a handout with bullet points she has created for discussion with those she is contacting such as the construction details, financing plan, market demand, goals, and economic impact. She said we are the non-downtown Salt Lake project that meets the needs of the amateur groups. She has had trouble finding data that shows economic impact for a comparable project that relates to community theater. Scott is going to try to find some applicable data for Cedar City when the Shakespeare Festival first started. Members wondered if we should minimize the focus on the local art groups who would be using it because it needs to be viewed as a regional facility. Mary Ann noted that our own groups are regional in nature involving residents throughout the county and even from other counties. However, she recognized the need to bring in others which is why we have invited 80 groups this week.

Phyllis said naming rights will be important. Phyllis asked how we felt about the name of the facility. The county staff feel that it needs to reflect a different name other than Murray. If we attract a large donor who is interested in naming rights, this problem will take care of itself. Mary Ann liked using MPAC for Murray or Midvalley Performing Arts Center. Lynn did not like this abbreviation because it sounds like a tire store. Lynn couldn't understand why we have to apologize that it is going to be built in Murray. His organization was organized as the Friends of the Murray Center for the Performing Arts and doesn't plan on changing that. Phyllis wondered if we could call it the Regional Performing Arts Center. Shauna suggested we call it simply the Performing Arts Center

for the moment. Phyllis also indicated we will need to decide if there are groups we will not accept funding from for naming rights.

Phyllis invited anyone who has questions or would like to talk to her should feel free to phone her. Mary Ann said we will need help with coordination and strategy as we implement the plan.

8. Dorothy announced that they have a fund raiser planned on November 17 to help pay for Phyllis' services. Dan will forward the information to Mary Ann so she can include it in the Murray e-blast and possibly through Murray City employees. Noodles and Company will give the foundation 25% of the sales from those who eat there that day who say they are there for the foundation. Flyers cannot go through the schools because of fund raising restrictions.
9. Clarification was made that next month's meeting is on November 15, not November 22.